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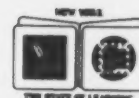
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ABSTRACT

This handbook is intended to assist technology education teachers and administrators in promoting and publicizing the program content of the new technology curriculum and the benefits it offers junior and senior high school students in New York State. Suggestions are made regarding preliminary issues to address to comply with local school district guidelines. A technology education fact sheet follows. A list of phrases that reinforce the positive image of technology education is provided for use in written and oral descriptions of technology education. Slogans are suggested for use on posters, bumper stickers, brochures, book covers, buttons, and other promotional pieces or in press releases and other media materials. Other contents include a sample letter to parents of students not enrolled; sample letter to parents of enrolled students; sample letter to a parent teacher organization president; suggested outline for a presentation to a parent group; sample letter to local business or Chamber of Commerce; sample letter to a community organization; outline for developing a technology education action committee; sample letter to education editors and business editors; sample letter to editor for editorial use; and sample press release. Suggestions are made for ongoing press release opportunities, how to access the media, and tips for an interview. (YLB)

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The University of the State of New York
The State Education Department
Division of Occupational Education Programs
Albany, New York 12234

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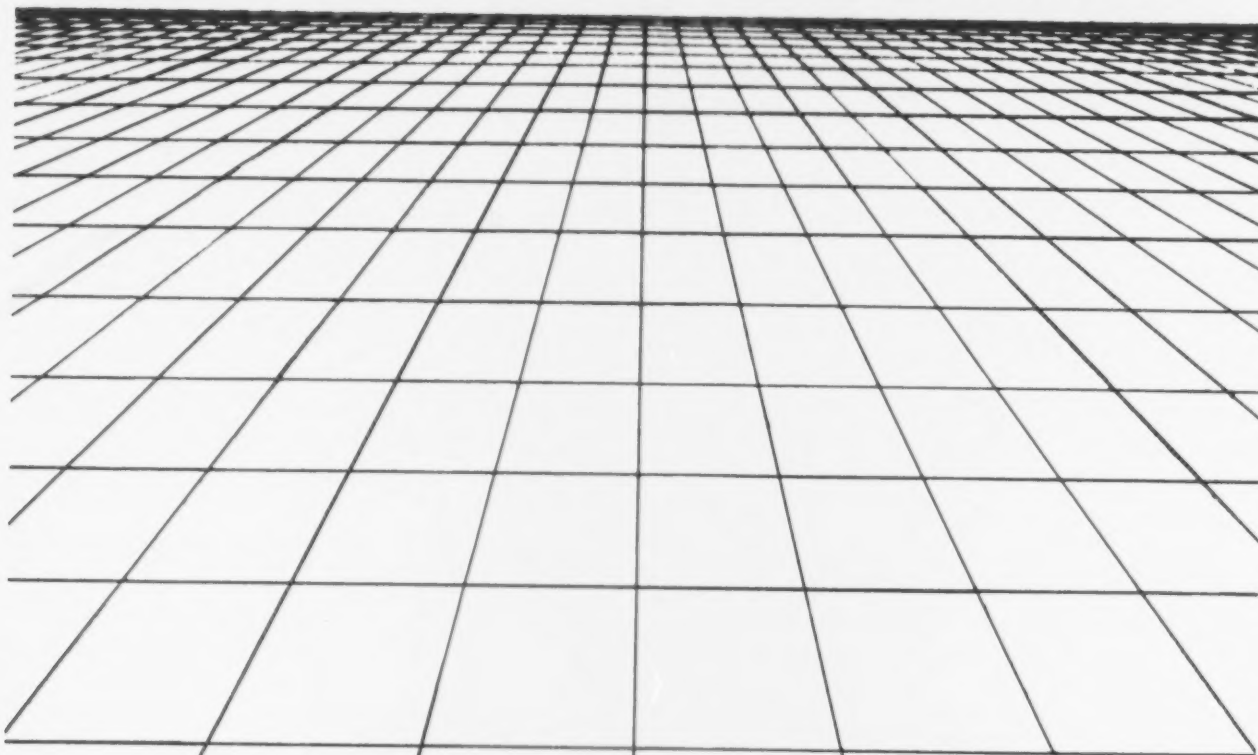
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TECHNOLOGY EDUCATION



Public Information Handbook

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CE 057159

Dear Technology Education Teacher/Administrator:

The Bureau of Technology Education, with the assistance of teachers of Technology Education and other professionals from across the state, has assembled this handbook. It will assist you in promoting and publicizing the program content of the new Technology Education curriculum and the benefits it offers junior and senior high school students in New York State.

This information packet has been compiled as a guide to assist you in publicizing your program and to provide some helpful hints. It is intended to serve only as a guide, to provide suggestions to get you started in utilizing your own creativity, to share the excitement we all have for this new curriculum and the advantages it provides our students in gaining a sound basis for technological literacy.

As you develop your own promotional efforts, we hope that you will share your ideas, concepts and successes in spreading the good news about Technology Education, so that we may offer them to your counterparts throughout New York State. In turn, we will keep you advised of successful campaign efforts which you might be able to utilize in your district.

Best wishes for success! Please call upon us and let us know how we can help.

Sincerely,

New York State Education Department
Technology Education Staff

TABLE OF CONTENTS

BEFORE YOU BEGIN.....	1
TECHNOLOGY EDUCATION FACT SHEET.....	2
"SIZZLERS".....	4
SLOGANS.....	5
LETTERS TO PARENTS.....	6
LETTER TO P.T.O PRESIDENT.....	8
SUGGESTED PRESENTATION TO PARENT GROUP.....	9
LETTER TO LOCAL BUSINESS OR CHAMBER OF COMMERCE.....	10
LETTER TO COMMUNITY ORGANIZATIONS.....	11
DEVELOPING A TECHNOLOGY EDUCATION ACTION COMMITTEE.....	12
LETTER TO EDUCATION EDITORS AND BUSINESS EDITORS.....	13
LETTER TO EDITOR FOR EDITORIAL USE.....	14
SAMPLE PRESS RELEASE.....	15
HOW TO ACCESS THE MEDIA.....	17
TIPS FOR THE INTERVIEW.....	18

FUTURE SPEAK
TECHNOLOGY EDUCATION

BEFORE YOU BEGIN

A good promotion plan can be of great assistance to your Technology Education program. However, it is extremely important that all local school district guidelines regarding public relations activities are followed. Be sure that you discuss your plans with your department chairperson or school administrator before you begin contacting anyone or mailing any letters.

Issues you should address:

- 1) Comply with all Board of Education policies and regulations governing public relations activities.
- 2) Contact persons assigned by the district regarding public relations activities.
- 3) Discuss your plan and elicit additional suggestions and potential contacts.
- 4) Draft a sample letter for prior approval, drawing upon the samples included in this handbook, or create one which best reflects your program.
- 5) Discuss who should sign the letters.
- 6) Please pass along your ideas and suggestions to the Technology Education bureau staff so that we can share them with your counterparts across the state.

share them with your counterparts across the state.

1 5

TECHNOLOGY EDUCATION FACT SHEET

In the United States, eight percent of the college graduates receive degrees in science and engineering. In Japan, 40 percent receive science and engineering degrees. Forty percent of U.S. patents are awarded to foreign nationals.

Presently, America produces no televisions or VCRs. Most of the cameras, stereos, tape recorders and calculators used here are imported. Japan has taken over world leadership in semiconductors. Seventy-five percent of all the bearings used in the United States are imported, as are 90 percent of the power shovels used in mining industries. The President's Commission on Excellence in Education declared, "America is losing its preeminence in technological innovation."

A new school subject, Technology Education, has been introduced into the New York State schools to provide students with technological literacy as a part of their fundamental education. All students who complete 8th grade by June 1988, and thereafter, are required to complete one unit of study of Technology Education.

A new high school technology sequence and new courses are available for both Regents and local diploma students.

Although a school might not be able to offer all of them, there are 23 one-half unit State-approved courses that can be taken as part of a Technology Education sequence, or as free electives.

The program is taught by fully certified Technology Education teachers.

The Technology Education program is based upon a systems approach. It stresses applying technological knowledge to the solution of real world problems.

The newly mandated middle school Introduction to Technology program will include experiences and activities involving communication, production, transportation, and biotechnical systems.

The Introduction to Technology program is taught through a laboratory-based, design-and-construct approach, involving the use of technological equipment and materials.

High school technology courses including Technical Drawing, Architectural Drawing, and Graphic Communications may be used to fulfill the requirement of one unit of Art.

Technology Education will help students discover their interests and talents in technical areas and explore their potential for careers in the technical professions.

In a recent doctoral study which surveyed 277 New York State technology teachers, 146 reported increased or greatly increased job satisfaction as a result of their involvement with the new program; 148 teachers reported their students were more involved in the learning process; 243 reported students developed better problem-solving skills; 251 reported that the implementation of Technology Education has been successful or very successful.

Technology Education is an integrating discipline. The subject serves to provide genuine interdisciplinary connections to other school subjects (such as mathematics, science and social studies), and real life experience.

Thirty-four states and 14 foreign countries have implemented Technology Education programs.



"SIZZLERS"

SOME OF THE BENEFITS OF TECHNOLOGY EDUCATION

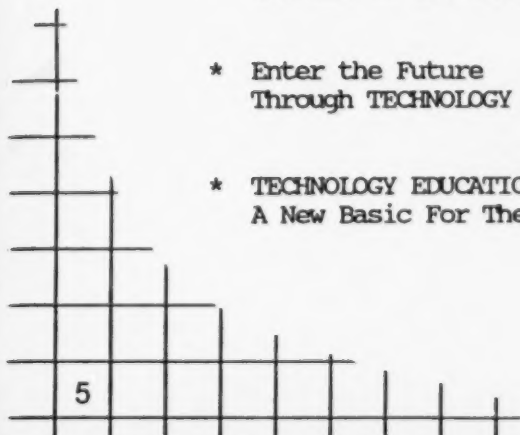
The "sizzlers" are provided for use in written and oral description of Technology Education. Frequent usage of these terms when addressing administrators, business leaders, parents and students will help reinforce the positive image of Technology Education.

- * Technology Education helps develop a technologically literate citizenry.
- * It provides students system-based approaches to analyzing technological problems.
- * Students learn that people must implement technology responsibly, with concern for its impacts on individuals, society, and the environment.
- * Students are made aware of career opportunities in professional and technical areas.
- * Technology Education is an integrating discipline. Concepts learned in mathematics, science, and social studies are applied to the solution of practical problems.
- * Technology Education encourages communication, problem solving, creative thinking and decision making.
- * It enables students to become better informed consumers and users of technological equipment.
- * Technology Education helps students develop employability skills and responsible behavior.
- * It provides hands-on experience in technology from concept to final product, and thus enhances our technological capability.
- * Students gain an important head start on higher education for technical professions.
- * Individual self-expression is nurtured.

SLOGANS

The slogans are provided for use on posters, bumper stickers, brochures, book covers, buttons and other promotional pieces. They may also be used in press releases and other media materials. They could also serve as promotional concepts for students to use in class projects to develop communications and marketing tools. For example, students might be encouraged to create their own marketing/communication strategies utilizing Technology Education as the product.

- * Get on course with a new century!
TECHNOLOGY EDUCATION
- * 21st Century Class....TECHNOLOGY EDUCATION
- * TECHNOLOGY EDUCATION
The Program for the Future.....NOW
- * Knowledge of the Future Now!
TECHNOLOGY EDUCATION
- * TECHNOLOGY EDUCATION
puts you in touch with the future!
- * TECHNOLOGY EDUCATION
FUTURE SPEAK!
- * TECHNOLOGY EDUCATION puts the future at your fingertips
today!
- * TECHNOLOGY EDUCATION
The KEY to the 21st Century
- * Enter the Future
Through TECHNOLOGY EDUCATION
- * TECHNOLOGY EDUCATION
A New Basic For The 21st Century



SAMPLE LETTER TO PARENTS - STUDENTS NOT ENROLLED
(To be sent home just before program planning begins)

Dear Parents,

As we prepare your child for the future, we are always concerned that we provide our students with proper orientation to the world of work, and education about the technological world in which we live.

It is apparent that our technologically oriented society demands a more highly educated work force, able to comprehend its technical complexities and make informed decisions. It is for these reasons that we believe our approach to technological literacy at (NAME OF SCHOOL) is essential to help your child meet the challenges of the future. Technology Education will broaden students' opportunities by enriching problem solving, creative thinking and decision-making skills, and will provide a head start for those considering careers in technical professions.

It is, therefore, our professional judgement that your child should consider electing a series of one semester Technology Education courses or a Technology Education sequence. These courses are described in the enclosed brochure and will help prepare your son or daughter for informed citizenship and future technological employment.

I would like to take this opportunity to invite you to discuss the brochure with your son and/or daughter as they plan their high school program.

We appreciate your time and interest in reviewing the enclosed materials, and we encourage you to call the school at (TELEPHONE NUMBER) if you have any questions concerning the high school Technology Education program.

Sincerely,

Technology Teacher or
Chairperson, Department of Technology Education

encl: brochure

SAMPLE LETTER TO PARENTS - ENROLLED STUDENTS

Dear Parents,

As of September 1987, your child has been enrolled in the new Technology Education program at (NAME OF SCHOOL) Jr./Sr. High School. The new curriculum is a component of the Board of Regents Action Plan to Improve Elementary and Secondary Education Results in New York State.

The Technology Education curriculum is designed to prepare your child to become a technologically literate citizen. Your child will develop the broad-based, transferable skills necessary for communication, creative thinking and decision making, and the ability to apply them to the solution of technological problems. As an integral part of the program, students will explore career opportunities and study relationships between mathematics, science, and technology as they relate to our society. We will be introducing a systems concept and use a systems approach to solve problems both logically and creatively.

The goals outlined above will be achieved through hands-on activities that are student directed but guided by the teacher. That is, the teacher will provide background experiences and the problem situations while the student will be required to investigate, brainstorm and make decisions as to the best solution of the problem. Students will then test their solutions and make revisions as necessary. As a result, students will better understand how technological systems function and learn about their positive and negative impacts on society.

The new technology curriculum will prove to be exciting for your child. It should help to develop an attitude of cooperation through the sharing of ideas, successes and failures. Our program will help to provide a sense of self-confidence and self-reliance. We have great expectations for our students, and well we should! Enclosed is a brochure outlining the curriculum in greater detail. If you would like to know more about the new Technology Education curriculum, please feel free to call our school. The technology teacher(s) will be happy to discuss it with you.

Sincerely,

Teacher or
Chairperson, Department of Technology Education or
Principal

encl: brochure

SAMPLE LETTER TO P.T.O PRESIDENT

Dear _____,

Please accept my best wishes as you begin your presidency of our school P.T.O. I know the year ahead will be challenging and rewarding.

As you know, our technology department is excited about this school year. We are presenting a new and stimulating technology curriculum to our students. I have attached a letter and brochure that is being sent to all of their parents. The letter gives a basic idea of our goals and aspirations for this new school subject. I am sure you will find it both interesting and enlightening.

While the letter and accompanying brochure are informative, they do not have the impact of a personal presentation. I would like to suggest that as you prepare your meeting schedule for the coming year, you may find an opportune time to schedule our department on your agenda. We would appreciate the opportunity to speak to the parents regarding the new program and how it will impact our children. I am sure the parents will be interested to learn about the new curriculum. A suggested presentation outline is enclosed for your review.

We would appreciate your consideration of this request. I am looking forward to hearing from you at your earliest convenience.

Sincerely,

Teacher or
Chairperson, Department of Technology Education

Encls: Letter to Parents
Brochure
Presentation Outline

SUGGESTED PRESENTATION TO A PARENT GROUP

- I. What is Technology Education?
 - A. Courses which study technological systems and their impacts on our society
 - B. Required for all students at the junior high level
 - C. Elective courses at the high school level
 - II. Important Skills and Issues Addressed
 - A. Provides a logical, systems-based approach to analyzing technical problems (provide handout)
 - B. Is experienced-based, hands-on learning
 - C. Is an integrating discipline which utilizes skills and information learned in math, science and social studies
 - D. Focuses on broad-based, transferable skills such as communication, problem solving, creative thinking and decision making
 - III. Middle/Junior High Program
 - A. One unit required of all students by the end of grade 8
 - B. Briefly review the modules presented (provide handout)
 - IV. High School Program
 - A. May be used toward a sequence or as elective credit
 - B. 3 Systems and 3 Foundations courses (provide handout)
 - C. 17 potential electives (provide handout)
 - D. Articulates with BOCES and technical secondary/post-secondary programs
 - V. Conclusion
 - A. Technology Education is an engaging motivational curriculum that builds a technologically literate citizenry
 - B. Questions and Answers
- * (Approximately 45-60 minutes including 15 minutes for questions and answers)

SAMPLE LETTER TO LOCAL BUSINESS OR CHAMBER OF COMMERCE

Dear _____,

A new curriculum has been developed and is now being taught in junior and senior high schools throughout New York State. This new curriculum, Technology Education, has great potential for educating tomorrow's work force.

The Technology Education program follows a curriculum which was carefully developed by the New York State Education Department with assistance from hundreds of teachers, business people, engineers and social scientists. It teaches students about technological systems in our society and their impact on our lives. Students have the opportunity to develop technological capability in a learn-by-doing, "hands-on" setting.

In addition to providing technical skills, the program focuses on important life skills including communication, problem solving, creative thinking and decision making. Employability skills such as working cooperatively, self-sufficiency and efficient job completion are also emphasized. Through this program, students are also provided with the opportunity to explore promising career options in technical fields.

As this new subject develops and matures, the support which your company can provide is extremely important. Field trips, guest speakers, and participation on our district's Technology Education Action Committee are needed. I will contact you in the near future to discuss your potential role in these important educational undertakings.

Technology Education is an exciting new discipline that motivates students and develops a technologically literate citizenry. The support of your company/organization will be greatly appreciated by the staff and parents at (NAME OF SCHOOL), as well as by the students who are seeking a competitive edge by pursuing careers in the technical professions.

Sincerely,

Teacher or
Chairperson, Department of Technology Education or
Principal



SAMPLE LETTER TO COMMUNITY ORGANIZATIONS

Dear _____,

Knowing of (NAME OF ORGANIZATION)'s interest in our community and in learning about issues which affect education, we would like to offer you a presentation about the new Technology Education program at (NAME OF SCHOOL). We have developed a 15 to 30 minute presentation outlining the business and industrial relationships of the new State-approved Technology Education program which was recently introduced at (NAME OF SCHOOL DISTRICT).

We would be prepared to demonstrate how Technology Education emphasizes:

- * Technological systems which people use to solve problems
- * The impacts of these systems on people and the environment
- * Individual responsibility in the development and control of technology

As we attempt to prepare our students for the future, we are very cognizant of their employment and educational needs as they face the challenges of our technologically-oriented society. We believe our technology program is education for the 21st century. It inculcates a logical, systems-based approach to analyzing technical problems.

We thought you would like to offer this informative overview to your organization which we believe shares our interest in establishing a technologically literate citizenry. We are, therefore, requesting an opportunity to share our thoughts with you on how we can cooperatively provide the students of (NAME OF SCHOOL) with a competitive edge in meeting the technological challenges of the 21st century.

I look forward to hearing from you.

Sincerely,

Teacher or
Chairperson, Department of Technology Education or
Principal

DEVELOPING A TECHNOLOGY EDUCATION ACTION COMMITTEE

- I. Steps involved in developing a Technology Education Action Committee:
- A. Develop rationale explaining why the committee should exist
 - B. Secure approval of administration and Board
 - C. Request the participation of several key people and recruit a business leader to serve as Chairperson
 - D. Meet with key people to identify goals and activities
 - E. Identify additional resource people with the expertise necessary to accomplish identified goals
 - F. Send identified individuals a letter and follow up with a telephone call
 - G. Invite the entire group to a meeting to explain the purpose and rationale
 - H. Develop a subcommittee structure
 - I. Encourage the committee to take leadership
 - J. Meeting sites
 - 1. Try to hold meetings at sites other than the school
 - 2. A luncheon meeting at a participating business is preferable
 - 3. Request a company tour
- II. Who should be involved:
- A. Parents
 - B. Local Business People
 - C. Community Organization Representative(s)
 - D. Guidance Counselor(s)
 - E. School Administrator(s)
- III. Activities in which they can be involved:
- A. Carrying out program promotion activities
 - B. Reviewing new programs
 - C. Reviewing equipment needs
 - D. Securing guest speakers, field trips, etc.
 - E. Securing donations and funding
 - F. Writing letters of support to administrators and Board of Education
 - G. Providing inservice training to teachers

SAMPLE LETTER TO EDUCATION EDITORS AND BUSINESS EDITORS

Newspapers - Dailies and Weeklies
Television and Radio news departments
Appropriate newsletters (i.e., Chamber of Commerce, business publications, etc.)
(address each letter to appropriate editor by name)

Dear Mr. Jones,

The New York State Education Department has developed a new and exciting curriculum, which is now being taught at (NAME OF SCHOOL). This curriculum was developed with the assistance of literally hundreds of technology teachers, scientists, engineers, business leaders, school board members, social scientists, school administrators and futurists.

Technology Education will provide students at (NAME OF SCHOOL) with (NUMBER OF COURSES) that will inculcate broad-based transferable skills and problem-solving techniques to provide higher levels of technological capability.

At the middle/junior high school level, the program introduces students to technological processes, the resources required by technological systems and the impact of these systems on society.

High school courses will focus on communications, production and transportation systems, as well as provide a foundation in the areas of energy, electronics and technical drawing. The courses are all taught through hands-on learning activities in laboratory settings.

This new basic will give the students at (NAME OF SCHOOL) a head start in gaining the technological literacy necessary to succeed in the technical professions of the future. It will provide a competitive edge to those students who intend to pursue courses in higher learning in institutions which offer degrees in the fields of science and technology.

We in the teaching profession, are very proud of this new school discipline. I have enclosed a brochure and fact sheet which describes our program in greater detail, with the hope that you will consider a feature article on the subject. Your contact within the district is (NAME OF APPROPRIATE CONTACT PERSON), who will be happy to work with your reporters.

We look forward to working with you on this feature.

Sincerely,
Teacher or
Chairperson, Department of Technology Education or
Administrator

encl: brochure

SAMPLE LETTER TO EDITOR FOR EDITORIAL USE

To the Editor:

The technological age in which we are living demands a more highly educated populace and work force. More than ever before, people need to be able to understand the technical complexities which pervade virtually every aspect of our culture.

Technological literacy is a new basic for citizens living and working in the 21st century. For New York State to remain competitive in a global economy, our citizens must acquire new levels of technological capability.

(NAME OF SCHOOL OR DISTRICT) has implemented a new curriculum, Technology Education, which will provide students in grades 7-12 with the means to solve technological problems through exciting hands-on, laboratory-based activities.

The Technology Education program is a positive step in helping business and industry in New York State to regain the essential ability to generate technological innovation. Through this new program, students will be introduced to a variety of promising career opportunities, and will be provided with a base of transferable skills necessary to successful career mobility.

I urge all parents in our district to familiarize themselves with the opportunities this new course of study offers their children, and to encourage their children to take full advantage of the many benefits Technology Education affords.

Sincerely,

Teacher or
Chairperson, Department of Technology Education or
Principal

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE:

CONTACT: (NAME)

TELEPHONE NUMBER:

The Technology Education Curriculum Offered at
(NAME OF SCHOOL)

(NAME OF SCHOOL) has announced the addition of Technology Education to the junior and senior high school curriculum, according to (NAME OF SUPERINTENDENT), superintendent.

The new curriculum will offer students hands-on learning experiences, leading to technological literacy, so essential to careers in the scientific and technological professions, and to life in the information age.

Mandated in all New York State middle/junior high schools, Technology Education will expose students to broad-based, transferable skills including research, problem solving, creative thinking and decision making. At the high school level, this new basic will offer systems courses where students will explore the complexities of communications, production and transportation systems through applied experience. Foundation courses providing an overview of the sources and the application of energy, electronics, and technical drawing will also be offered.

Students will study technology through hands-on learning activities. They will also take field trips to technology-based industries to gain first-hand knowledge. They will be challenged to solve problems through research, analysis and the application of mathematics and science concepts.

(NAME OF PRINCIPAL), principal of (NAME OF SCHOOL) noted, "All of our students will benefit from this new course of study as they prepare to live and work in the 21st century. We are particularly excited about the competitive edge this new discipline will offer our students who are interested in pursuing careers in the technical professions."

Parents and other interested individuals may obtain additional information concerning this new educational approach to learning to live in a technological society by calling (NAME OF SCHOOL) at (TELEPHONE NUMBER OF SCHOOL).

-30-

(-30- symbolizes the end of a press release.)

ONGOING PRESS RELEASE OPPORTUNITIES

When a new phase or project develops within the Technology Education Department at your school, inform the media. Ongoing press releases might be issued on the following sample projects utilizing the basic press release format.

Sample headlines:

"(NAME OF SCHOOL) Goes To Press"

- Publishing the school newspaper using desktop publishing software and Apple computers

"(NAME OF SCHOOL) Builds For The Future"

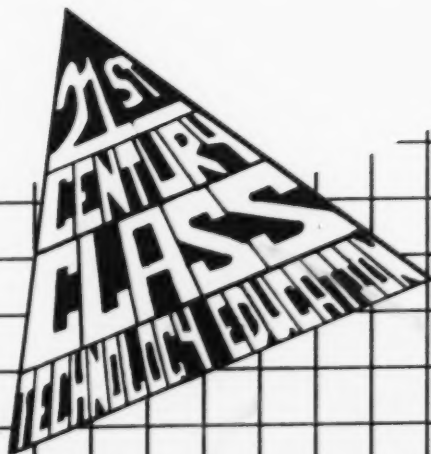
- Constructing backyard tool sheds using contemporary industrial processes and techniques

"(NAME OF SCHOOL) Is Into Space"

- Researching methods of propulsion used in the space program

"Toys Are For (NAME OF SCHOOL)"

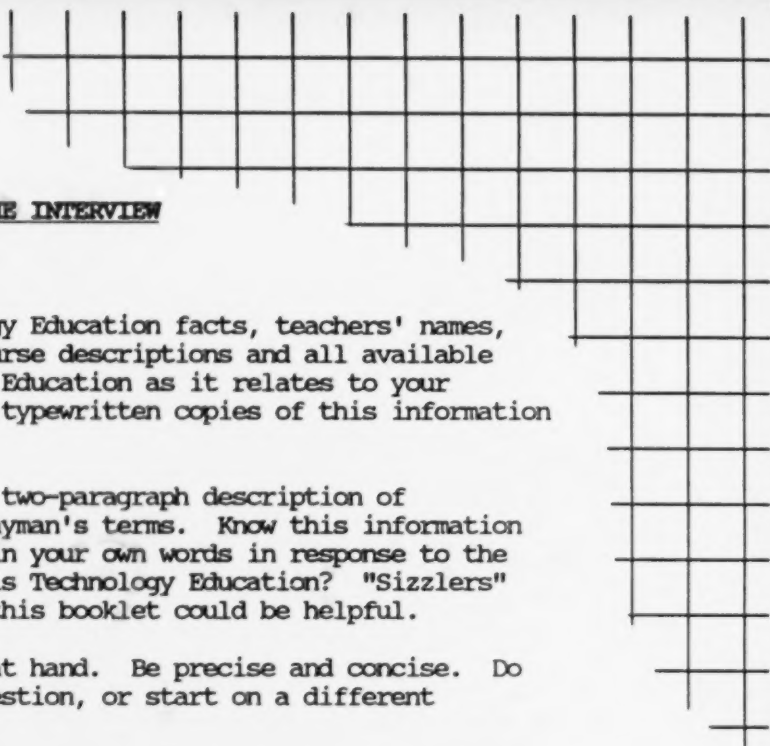
- Manufacturing pull toys for local nursery school using industrial processes and techniques



HOW TO ACCESS THE MEDIA

It is important to recognize that the media are always seeking good news stories and feature ideas and will welcome your suggestions, even if they cannot accommodate all of them.

- 1 - Invite a local media representative to speak to your group or to meet individually with a Technology Education representative. Ask a lot of questions!
- 2 - Create a media list. Call each newspaper (include the school newspaper), radio and television station in your region to secure names of assignment editors (print media), news directors (broadcast media) and education reporters. Do not forget area newsletters, as well as those of professional organizations. Be sure to also contact weekly newspapers and pennysavers. Compile a mailing list of press and apply to labels which can be photocopied for your next mailing. (This might be the focus of a class project.)
- 3 - The editorial box of each newspaper is found within the first four pages of the paper and/or on the editorial page. It contains all of the pertinent information about the editor, the publisher and the newspaper itself. A call to the newspaper offices will provide you with any additional information needed (i.e. names of business, education and feature reporters, etc.).
- 4 - Send fact sheet and press release (found in this booklet), along with a contact name, phone number and your intent to make a follow-up call, to the media representatives.
- 5 - Make follow-up calls one week after the press mailing. Offer to arrange an interview with a Technology Education representative (possibly yourself). The interview may be for radio, television or print. Offer a tour of the teaching facilities while an exciting project is taking place. This will provide an opportunity for photographs to accompany the story.
- 6 - Your contacts with the media should be an ongoing process. Keep them informed of new happenings in the field, class projects, etc., which might make an interesting feature.
- 7 - Please share samples of your release or other correspondence with the media and copies of articles placed in your local press with the Bureau of Technology Education, so that your counterparts can benefit from your successful efforts.



TIPS FOR THE INTERVIEW

- 1 - Be prepared with Technology Education facts, teachers' names, Regents' requirements, course descriptions and all available information on Technology Education as it relates to your school/district. Provide typewritten copies of this information to the reporter.
- 2 - Be prepared with a one-to two-paragraph description of Technology Education in layman's terms. Know this information well enough to convey it in your own words in response to the probable question: What is Technology Education? "Sizzlers" and slogans contained in this booklet could be helpful.
- 3 - Answer only the question at hand. Be precise and concise. Do not evade the issue or question, or start on a different tangent.
- 4 - Answer only those questions within your scope and for which you are prepared. If you do not know, say so, and offer to get back to them with the information. Honesty is clearly the best policy when dealing with the media.
- 5 - Be as helpful as possible. To assist the reporter, provide names and telephone numbers of Technology Education officials who may be able to answer a question you cannot. Contacts should include:

Chairperson of the Technology Education Department
Principal
Superintendent of schools
Board of Education President
Technology Education representative of State Education Department

- 6 - When given the opportunity, re-emphasize key points.
- 7 - Emphasize the positive as much as possible.
- 8 - Remember that you are in control of the situation because you have the answers. In other words, do not let the reporter use you to address education issues that are irrelevant to Technology Education.

- 9 - Remember, if you do not want a statement printed or broadcast, do not make it. Make NO off-the-record comments.
- 10- Make students and faculty aware of any stories that will air on radio or television and prominently display all print articles at the school.
- 11- Send the reporter a letter of thanks for the time he/she has given you, even if the story is not aired or printed. The reporter has no control over the fate of the story once it is submitted.
- 12- When a new phase or project is undertaken in the Technology Education Department of your school, repeat the process of informing the media. A new project may very well merit an additional story.

For further information, contact:
The New York State Education Department
Technology Education Programs
One Commerce Plaza, Room 1619
Albany, New York 12234
(518) 474-3954

